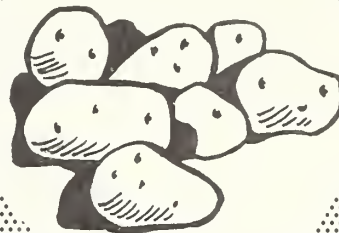


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WINTER VEGETABLES AND POTATOES

U. S. DEPARTMENT OF AGRICULTURE
NATIONAL MARKETING SERVICE

30-2-1500

CURRENT SERIAL RECORDS

1966 ACREAGE-MARKETING GUIDES

FOREWORD

Prices guide production of nearly all commodities. But industries differ in their responses to price changes. Non-agricultural products tend to have fairly rigid prices from month to month. Manufacturers respond to demand changes by quickly adjusting output. In contrast, wide price fluctuations are common for many farm products. These variations have been particularly aggravating to vegetable growers.

Vegetable growers become largely committed to a particular level of output at planting time -- several months before their crops are ready for market. Growers can't increase output quickly to take advantage of a strong market. On the other hand, they are often equally powerless to cut back their crops when production is too large.

Most vegetables are highly perishable. They can't be held from market for long to await better sales conditions. So, supplies are sometimes short of market requirements, and prices are high. But more frequently, supplies exceed market needs. Then commodities sell at distress prices.

The nature of vegetable products makes far-sighted production planning at least as necessary as it is for many industrial goods. But there are so many vegetable producers that coordinated industry planning is extremely difficult.

Helping farmers make this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- refuse control. But growers have full control over plantings. They can contribute importantly to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well-versed in the vegetable field.

The final recommendations for 1966 winter vegetables and potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

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1966 Acreage-Marketing Guides
Winter Vegetables and Winter Potatoes

The basic objective of the acreage-marketing guides program is to assist growers in their acreage planning so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has an influence on the ultimate market situation for every given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreage in accord with the individual commodity guide. For example, when it is recommended that the 1966 acreage of snap beans be increased by 5 percent from the acreage planted in 1965, each grower of winter-season snap beans should increase his plantings by 5 percent.

I. 1965 REVIEW AND RECOMMENDATIONS FOR 1966

Winter Vegetables: Early prospects suggested that supplies of vegetables in the winter of 1965 would be moderately larger than a year earlier. Plantings of most crops had been increased and early development was good. However, unfavorable weather, a frequent bane to winter vegetable production, was again a major influence in the 1965 season.

Freezing temperatures in Florida in mid-January caused the most pronounced shift in outlook. Most tender vegetables grown in that State suffered heavy losses. More hardy commodities encountered damage to quality and yields.

For a number of crops, the unfavorable weather prevented what might otherwise have been a burdensome supply situation. For example, production of tomatoes and cabbage turned out to be much smaller than the excessive crops anticipated early in the season.

Some crops, however, were substantially larger than market needs. A record-large lettuce crop returned low prices to growers. Carrots presented another example of this situation, recording their third consecutive season of marketing difficulties.

In total, winter vegetable supplies were only slightly above a year earlier but were substantially above average. Largely because of lower prices for lettuce, carrots, celery and tomatoes, the total value of winter vegetables was substantially below that of 1964.

The aggregate acreage guide for the 15 vegetables in 1966 is a planted acreage 8 percent smaller than in 1965. Recommended reductions in lettuce and carrot plantings account for more than 70 percent of the total decrease in acreage suggested for 1966.

The recommendations assume that weather conditions will permit normal planting and harvesting schedules and that average yields will be recorded. Should these conditions prevail, the aggregate production from the guide acres would be 5 percent smaller than in 1965 but 2 percent larger than the 1959-63 average.

To a large degree, the recommended reduction in total output reflects suggested smaller crops of lettuce and carrots, which were in burdensome supply last winter. Smaller tonnage reductions are also recommended for snap beans, celery, cucumbers, escarole and green peppers. For all other winter vegetables, supplies equal to or larger than those produced in 1965 are suggested.

With these adjustments, there would be a better balance between commodities, and supplies of each would be adequate for prospective market needs.

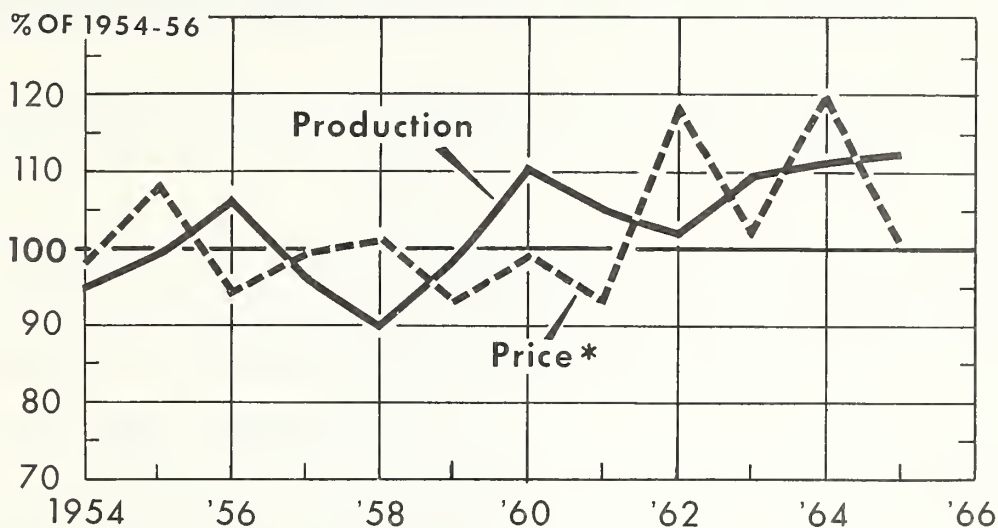
Winter Potatoes: Plantings of winter potatoes were increased moderately for 1965 harvest, but lower yields were more than offsetting. The total winter potato crop was one of the smallest produced in recent years and was 5 percent below the tonnage grown in 1964.

The small winter production coincided with a below-average supply of storage potatoes remaining from the 1964 fall crop. This overall reduction of supplies resulted in a strong market. High prices were recorded throughout the winter marketing season.

Early indications are that the acreage of 1965 fall potatoes will be 8 percent larger than that harvested in 1964. So, it is likely that storage supplies available in the winter of 1966 will be large. This outlook precludes the need for any substantial increase in the output of winter-crop potatoes.

The guides recommend a 1966 winter-crop potato acreage slightly smaller than that planted in 1965. Such an acreage, with average yields, would result in a winter production a little larger than in 1965.

WINTER COMMERCIAL VEGETABLES FOR FRESH MARKET



* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 64-65 (7) CONSUMER AND MARKETING SERVICE

II. DEMAND FOR VEGETABLES IN THE WINTER OF 1966

Domestic markets for farm products are continuing to expand during 1965 and consumer spending for food is expected to total around 4 percent above the \$80 billion spent in 1964. The rise reflects increased incomes, an expanded population and more use of marketing services. Retail prices were rising a little faster than the trend of recent years.

Consumer demands for other goods and services are also rising, and increased levels of output are being accompanied by further expansions in fixed plant and equipment. Prospects for continued gains in employment and income during coming months point to a continued high level of demand for winter vegetables in 1966.

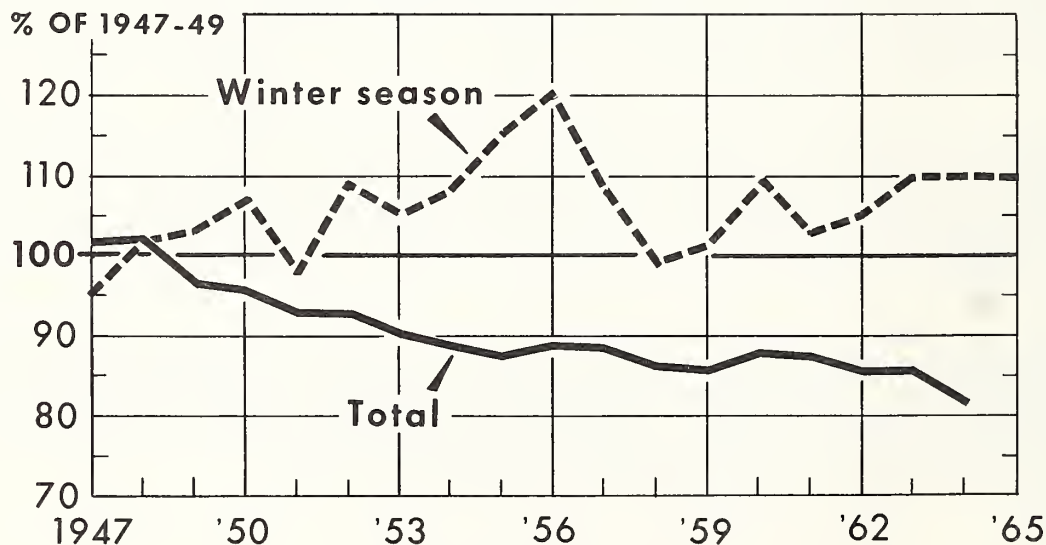
On an individual commodity basis, however, requirements are not likely to be substantially different from a year earlier. Prices for each particular vegetable will, as usual, depend largely on the balance of production with market needs for that commodity. Timeliness of harvests will also continue to exert its important influence on winter vegetable markets.

Specific planted acreage recommendations for
1966 winter vegetables are as follows:

Commodity	Percentage change from 1965 acreage
Snap Beans.....	Plus 5
Beets.....	No Change
Broccoli.....	No Change
Cabbage.....	No Change
Carrots.....	Minus 10
Cauliflower.....	No Change
Celery.....	Minus 5
Sweet Corn.....	No Change
Cucumbers.....	Minus 10
Escarole.....	Minus 15
Kale.....	No Change
Lettuce.....	Arizona and Florida: Minus 10; California and Texas: Minus 15
Green Peppers.....	Minus 10
Spinach.....	Texas: Minus 10; California: No Change
Tomatoes.....	Minus 15
Potatoes.....	Florida: Minus 5; California: No Change

FRESH VEGETABLE USE PER PERSON*

Total Declining, Winter Holding



* CIVILIAN CONSUMPTION.

III. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: Except for carrots, exports of fresh vegetables (7 leading vegetables) have been relatively stable at approximately 3 million hundredweight from November through April. Nearly all of the exports move to Canada. Canadian carrot production has expanded and they have extended their marketing season.

Exports to Europe continue small, partly due to high ocean freight rates and other problems relating to arrival conditions. Carrot and celery exports to Europe during this period amounted to 73,000 and 36,000 hundredweight, respectively.

If supplies of U. S. vegetables are adequate in 1965-66 there may be a slight increase in export tonnage, since the decline in carrots appears to have leveled off. It is doubtful that exports to Europe will show a substantial increase unless there is a major improvement in control of temperature and humidity in handling from shipping point to receiver in Europe.

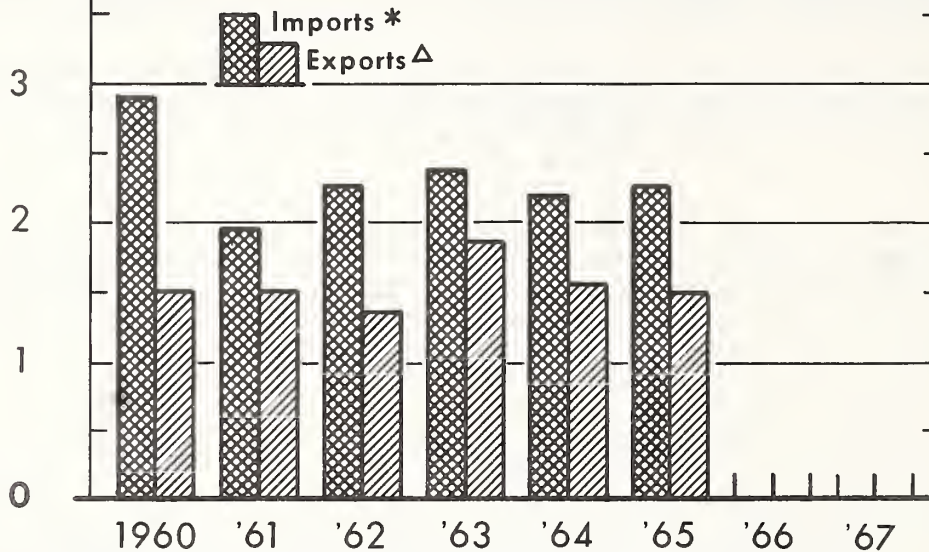
Winter Vegetables: Exports from the United States by months, 1964-65

Commodity	1964		1965				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1964-65	1963-64
	1,000 cwt.							
Lettuce	141.7	207.8	164.1	91.2	212.5	169.5	986.8	1,086.6
Celery	98.6	121.3	93.6	103.9	108.3	129.5	655.2	591.0
Carrots	8.2	29.0	21.0	41.0	166.3	158.7	424.2	417.0
Cabbage	1.5	35.3	71.6	70.9	134.7	104.9	418.9	414.2
Peppers	16.8	14.7	6.2	14.0	11.2	17.5	80.4	75.0
Tomatoes	61.4	117.4	56.5	49.3	45.2	62.9	392.7	345.5
Beans, Green	13.9	11.6	8.5	13.6	16.4	14.6	78.6	94.5

Compiled from records of the Census Bureau.

WINTER VEGETABLES FOREIGN TRADE

MIL. CWT.



* INCLUDES CANTALOUPS, CUCUMBERS, EGGPLANT, PEPPERS, TOMATOES AND WATERMELONS.
 Δ INCLUDES SNAP BEANS, CABBAGE, CARROTS, CELERY, LETTUCE, PEPPERS AND TOMATOES.

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Imports: The November-April imports of the seven leading vegetables have been relatively constant in the last few years. There was a decline in 1963-64 mainly because the cantaloup and watermelon season was later than normal in starting.

During 1964-65, Mexico accounted for 86 percent of the six-month total volume. Over half of the total tonnage was tomatoes and more than a fifth was cantaloups and watermelons.

For the first time, cucumbers from Mexico exceeded the volume from the Bahamas. Peppers also showed a substantial increase. This has been largely caused by experienced Florida growers who can obtain high yields of both cucumbers and peppers.

One of the major factors influencing the volume of imports has been the price level in the U. S. markets. With the higher prices prevailing in the U.S., there may be a moderate increase in imports. Under Mexican climatic conditions, it is difficult to produce some vegetables. Sweet corn and green beans have generally failed.

Winter Vegetables: Imports into the United States by Months, 1964-65

Commodity and	1964		1965				Total 6 months	
Country of Origin	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	: 1964-65:	1963-64
	- - - - - 1,000 cwt. - - - - -							
Peppers								
Mexico	5.0	15.7	48.8	48.3	32.3	17.1	167.2	110.4
Dom. Rep.	----	.1	----	.6	1.4	----	2.1	3.5
Bahamas	----	2.8	3.9	.7	----	----	7.4	9.7
Greece	.1	----	----	----	----	1.5	1.6	-----
Eggplant								
Mexico	.1	5.6	8.7	9.2	8.6	5.2	37.4	25.0
Canada	----	----	----	.1	.3	----	.4	-----
Bahamas	----	----	1.8	3.6	----	.1	5.5	18.1
Belgium	.1	----	----	----	2.9	----	3.0	-----
Dom. Rep.	----	----	----	.3	.2	----	.5	-----
Tomatoes								
Canada	2.0	2.2	.2	.3	----	1.7	6.4	3.2
Mexico	11.4	93.7	370.5	445.6	577.3	558.7	2,057.2	2,041.3
Bahamas	----	----	----	----	11.1	----	11.1	13.7
Dom. Rep.	----	.2	----	.3	.4	.3	1.2	3.8
Italy	----	----	----	----	----	----	-----	.5
Haiti	----	----	----	.1	----	----	.1	.3
Leeward & Windward Islands	----	.2	----	----	1.9	1.5	3.6	-----
Cucumbers								
Mexico	2.4	37.3	97.9	148.3	4.5	19.6	310.0	177.7
Bahamas	----	16.0	83.1	143.3	6.0	11.1	259.5	325.7
Br. Honduras	----	----	----	----	----	----	-----	1.3
Dom. Rep.	----	.8	.2	1.1	.2	.4	2.7	-----
Honduras	----	----	----	----	----	----	-----	11.3
Canada	----	----	----	1.8	----	9.3	11.1	7.9
Cantaloups								
Mexico	----	3.3	4.3	7.3	91.9	511.0	617.8	435.0
El Salvador	----	.6	1.0	1.9	.6	----	4.1	3.8
Haiti	----	----	----	----	----	----	-----	.4
Dom. Rep.	----	----	.1	1.3	6.1	7.1	14.6	-----
Watermelons								
Mexico	----	----	4.1	20.7	73.3	142.8	240.9	169.4
Ecuador	----	----	----	----	----	----	-----	1.4
Other	----	----	----	----	----	----	-----	33.0
Carrots								
Canada	115.7	69.5	14.3	3.6	.1	.3	203.5	200.4
Mexico	----	2.7	3.9	4.6	5.1	1.6	17.9	7.9

Compiled from records of the Census Bureau.

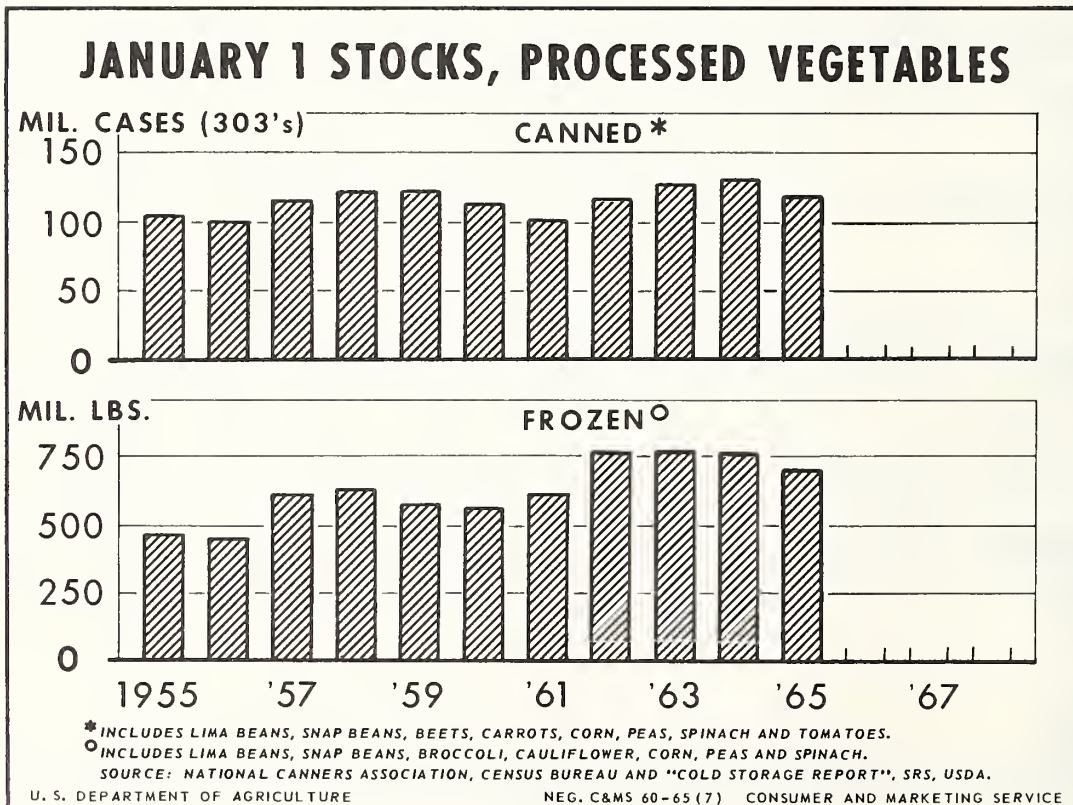
IV. PROCESSED VEGETABLES

The total volume of processed vegetables available for marketing during the 1965 winter season was moderately less than the heavy holdings which were characteristic during the 1962, 1963 and 1964 seasons.

Canned: Cannery and distributors' stocks of canned vegetables on January 1, 1965 were moderately less than the generally abundant holdings during each of the past two winter seasons. Stocks of all principal items except tomatoes and spinach were below a year earlier. However, supplies of most items were adequate, and beets and spinach were available in heavy supply.

Reduced stocks of practically all frozen vegetables and the seasonally limited volume of competitive fresh items further contributed to a strong winter demand for canned vegetables. Despite higher prices for many items, consumption was close to the high levels of recent years. Consequently, the carryover of canned vegetables into the 1965 packing season was relatively light.

Available data on planted acreages of major canning vegetables indicate larger packs have been planned for 1965. An important exception, however, is tomatoes. Prospective acreage of tomatoes is down 8 percent from last year. On the basis of early estimates, total canned vegetable production is expected to be a little larger than in 1964. But the distribution of the increases among commodities appears favorable. While a few items may be in heavy supply, the overall total should be well balanced with market requirements in the 1965-66 season.



Frozen: Cold storage holdings of frozen vegetables on January 1, 1965 were moderately below the large holdings of a year earlier. This was reflected in somewhat higher prices for all major items. In total, disappearance during the January 1-March 31 period was down from the high rates of movement which prevailed in both 1963 and 1964. Though adequate, carryover supplies of frozen vegetables in mid-1965 were modest in comparison to recent years.

Early reports of acreage and production for the major frozen vegetables indicate that packs will be larger than in 1964. Substantial increases are expected for green peas, lima beans, snap beans and sweet corn. In total, it appears that market supplies for 1965-66 will be moderately larger than they were in the 1964-65 marketing year.

Holdings of frozen French fried potatoes in mid-1965 totaled 175 million pounds. This was 29 percent smaller than the quantity on hand a year earlier. Supplies available for the 1965-66 marketing season are expected to be ample, however. Fall potato acreage, which provides the bulk of the raw material used for freezing, is estimated to be materially larger than in 1964. If this crop develops normally, a large 1965 frozen pack is likely.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON, 1963-64-65

Commodity	: Total Supply January 1			: Disappearance Jan. 1-Mar. 31		
	: 1963	: 1964	: 1965	: 1963	: 1964	: 1965

(Million cases basis 24/303's)

Canned Vegetables 1/

Lima Beans 2/	3.5	3.2	2.0	.8	1.1	.9
Snap Beans	26.4	27.2	24.8	10.2	10.7	10.6
Beets 3/	8.5	10.3	9.3	3.1	3.0	2.9
Carrots 3/	3.7	4.0	3.6	1.5	1.2	1.3
Corn, Sweet	37.1	37.8	30.7	12.9	14.0	12.6
Peas, Green	20.6	21.8	19.7	8.3	8.7	8.9
Spinach 3/	3.1	3.7	4.5	4/ 1.5	4/ 1.5	4/ 1.5
Tomatoes	25.2	23.1	24.5	8.6	7.7	8.6

Frozen Vegetables

(Million Pounds)

Lima Beans	143.1	121.3	94.6	30.8	37.0	31.3
Snap Beans	140.4	126.3	133.5	60.5	47.2	51.4
Corn, Sweet	150.9	148.0	134.9	47.5	54.1	53.1
Peas, Green	217.1	215.4	200.6	87.6	90.8	77.4
Spinach	44.4	52.0	54.8	4/18.9	4/16.9	4/16.6

1/ Total supply includes canners' and distributors' stocks.

2/ Estimated by interpolation.

3/ Disappearance estimated from reports of canners' shipments.

4/ January 1 to March 1.

Source: National Canners Association, Census Bureau and "Cold Storage Report", SRS, USDA.

Winter Vegetables: 1966 Planted Acreage Guides with Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of:		
	: 1966	: 1965	:	: 1959-63	: 1965	:	: 1959-63
	: Guide	: Prel.	: 1964	: Average	: Prel.	: 1964	: Average
	- - - -	1,000 acres	- - - -	- - - -	- - -	percent	- - - -
Beans, Snap	17.8	17.0	19.3	20.2	105	92	88
Beets	1.7	1.7	1.7	2.1	100	100	81
Broccoli	3.6	3.6	4.2	3.8	100	86	95
Cabbage	43.3	43.3	44.6	47.0	100	97	92
Carrots	36.5	40.6	40.6	41.5	90	90	88
Cauliflower	2.3	2.3	2.4	3.1	100	96	74
Celery	9.8	10.4	9.7	11.1	95	101	88
Corn, Sweet	10.6	10.6	9.9	8.8	100	107	120
Cucumbers	3.2	3.5	3.3	2.3	90	97	139
Escarole	7.1	8.4	7.5	7.0	85	95	101
Kale	1.3	1.3	1.5	1.9	100	87	68
Lettuce	69.2	80.1	69.4	67.2	86	100	103
Peppers, Green	6.0	6.7	5.7	5.6	90	105	107
Spinach	9.3	10.1	9.0	10.5	92	103	89
Tomatoes	18.0	21.2	17.8	16.2	85	101	111
Total	239.7	260.8	246.6	248.6	92	97	96

Winter Vegetables: 1966 Probable Production with Comparisons

Commodity	Production <u>2/</u>				Probable Production		
					from Acreage Guides		
					as percent of:		
	1966 <u>1/</u> Guide	1965 Prel.	1964	1959-63 Average	1965 Prel.	1964	1959-63 Average
	- - - - - 1,000 cwt. - - - - -				- - - percent - - - -		
Beans, Snap	569	583	581	588	98	98	97
Beets	162	162	162	189	100	100	86
Broccoli	134	114	127	141	118	106	95
Cabbage	6,553	6,266	6,796	6,703	105	96	98
Carrots	5,437	6,070	6,043	5,733	90	90	95
Cauliflower	140	136	138	166	103	101	84
Celery	4,586	4,683	4,376	5,039	98	105	91
Corn, Sweet	515	471	385	403	109	134	128
Cucumbers	145	160	98	94	91	148	154
Escarole	716	750	726	735	95	99	97
Kale	84	84	84	127	100	100	66
Lettuce	11,353	12,576	12,356	10,463	90	92	109
Peppers, Green	653	693	644	576	94	101	113
Spinach	488	469	489	538	104	100	91
Tomatoes	3,300	3,300	3,276	2,616	100	101	126
Total	34,835	36,517	36,281	34,111	95	96	102

1/ Computed: Planted acreage for 1966 Winter Vegetables, less normal abandonment times average yield.

2/ Includes some quantities not marketed (see individual statements for particulars).

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:		
	: <u>Planted:</u>	<u>For harvest:</u>	<u>per acre</u>	<u>:Production:</u>	<u>Price :</u>	<u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)

1966 Acreage Guide and
probable production

(planted acreage 5 percent
more than in 1965)

17,800 1/ 34 569

Background statistics

1965 Prel.	17,000	16,200	36	2/ 583	11.90	6,355
1964	19,300	17,600	33	2/ 581	11.90	6,414
1959-63 Average	20,240	18,420	32	2/ 588	10.35	6,087

1/ 1961-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1962, 45 in 1963, 42 in 1964 and 49 in 1965.

Comments: Snap bean plantings for 1965 winter harvest were 12 percent smaller than in 1964. A mid-January freeze caused minor acreage losses. Yields suffered from this cold damage in late January and early February, but most fields made good recovery. The average yield per acre for the full season was good. Production was about the same as a year earlier.

During the first half of January, harvest was active and heavy supplies had depressed prices to low levels. But the January 16-18 cold spell reversed these conditions. Harvesting in Dade County was practically halted for several weeks. Movement continued from the Pompano area, but it was light until early March. Quality problems were apparent during most of the season. And although prices were very high for good quality supplies, many fair to low quality beans were sold at lower prices.

Present-day markets for fresh snap beans have a limited capacity. Bulges in movement often result in depressed prices. However, if normal weather prevails in 1966, markets should be able to absorb the crop from a moderately larger acreage.

1966 Guide: The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 2 percent less than in 1965.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Beets

(Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
					cwt.)	
1966 Acreage Guide and <u>probable production</u> (planted acreage equal to 1965)	1,700		<u>1</u> / 95	162		
<u>Background statistics</u>						
1965 Prel.	1,700	1,700	95	162	6.40	1,037
1964	1,700	1,700	95	162	5.50	891
1959-63 Average	2,100	2,040	92	189	4.68	885
<u>1</u> / 1963-65 average yield.						

Comments: Texas winter beet production in 1965 was equal to 1964. Both harvested acreage and average yields per acre were identical to a year earlier.

Harvest began in the Lower Rio Grande Valley in late November. Cool weather in mid-December retarded crop development. But warmer temperatures in January promoted rapid growth, offsetting the earlier delay. Shipments from the Lower Valley were active from January through March. Harvest got underway in the Winter Garden and San Antonio areas in the last half of March and continued into May. Prices averaged substantially above a year earlier and the 1959-63 average.

A sharp decline in winter beet production occurred from the late 1940's through the mid-1950's as consumers shifted purchases from the fresh to the canned form. More recently, however, this trend appears to have been halted.

A crop equal to that produced in 1965 should find adequate market outlets in the winter of 1966.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1963-65 average yield, will result in a production equal to 1965.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Broccoli

(Arizona and Texas)

Year	: Acreage :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and <u>probable production</u> (planted acreage equal to 1965)	3,620	<u>1</u> / 41	134			
<u>Background statistics</u>						
1965 Prel.	3,620	3,220	35	114	9.07	1,034
1964	4,250	3,450	37	127	9.29	1,180
1959-63 Average	3,780	3,260	43	141	10.17	1,434
<u>1/ 1959-63 average yields by States.</u>						

Comments: Total acreage of winter season broccoli was 15 percent less than in 1964. Most of the reduction was in Texas, where about nine-tenths of the winter crop is grown. However, Arizona acreage was also reduced sharply.

Cool weather in December slowed growth in both States, but later conditions were favorable for crop development. An excellent yield was obtained in Arizona and production there was nearly equal to 1964. In Texas, however, warm weather matured much of the crop too rapidly and yields were below 1964. Although acreage for harvest in Texas was only slightly less than in 1964, production was down 12 percent.

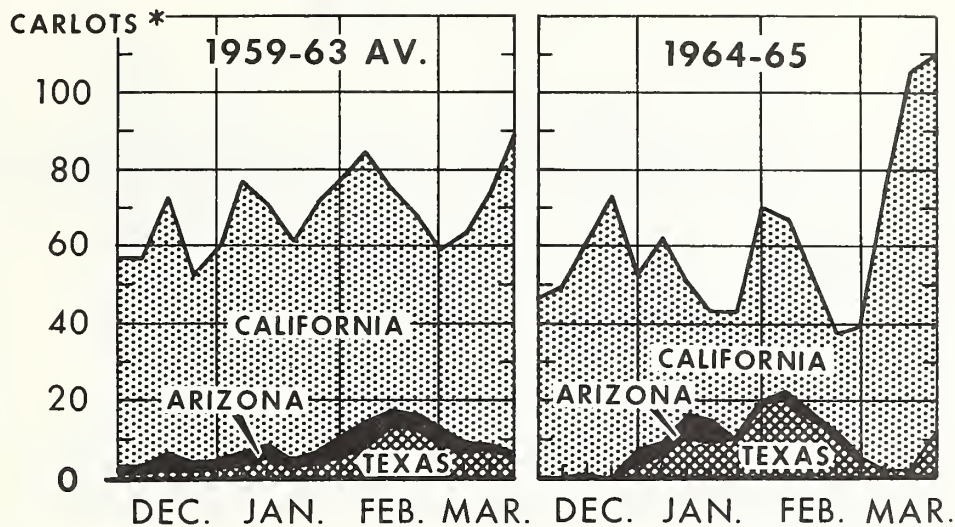
Largely because of adverse weather in California producing areas, prices for fresh broccoli were favorable during much of the 1965 winter season. But the warm weather caused some harvest bunching in Texas, and the period of heaviest movement coincided with active shipping from California. Consequently, the average price in Texas was moderately below 1964.

In the winter of 1966 it should be possible to market the production from Arizona and Texas acreages equal to 1965. Through early January, freezer requirements are expected to have a favorable influence on the fresh market.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and 1959-63 average yields by States, will result in a production 5 percent less than the 1959-63 average.

BROCCOLI SUPPLIES

Unloads in 41 Cities



* TOTAL U. S. RAIL AND TRUCK.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 66-65 (7) CONSUMER AND MARKETING SERVICE

Arizona and Texas grow moderate quantities of broccoli specifically for winter harvest. In California much larger crops are produced at the same time, but harvest is continuous from fall through spring.

During the winter of 1964-65, unfavorable weather reduced California shipments in mid-January, and again in late February. During late January and early February, however, California supplies were plentiful. Shipments from Texas peaked during this period and low prices in that State reflected the competition.

Movement of the small Arizona crop was more evenly distributed, and prices there were satisfactory.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cabbage

(Arizona, California, Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> : <u>For harvest</u> :	per acre	: <u>Production</u> :	: <u>Price</u> : <u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1966 Acreage Guide and
probable production

(planted acreage equal
to 1965)

43,300 1/ 161 6,553

Background statistics

1965 Prel.	43,300	39,500	159	2/ 6,266	3.07	19,092
1964	44,600	42,200	161	2/ 6,796	2.53	16,196
1959-63 Average	46,950	44,030	152	2/ 6,703	2.96	19,825

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 273 in 1959, 412 in 1960, 460 in 1961, 397 in 1964 and 48 in 1965.

Comments: A moderate increase in 1965 Texas winter cabbage acreage was more than offset by reductions in the other winter producing States. Total plantings were 3 percent smaller than in 1964.

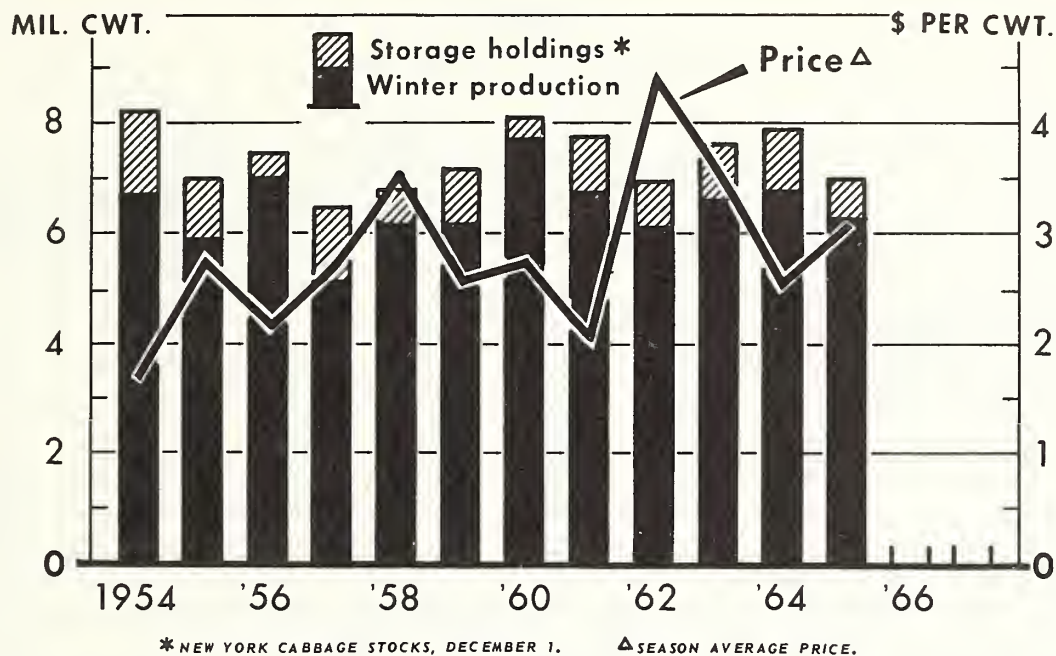
As the season got underway, prospects pointed to the largest crop since 1960. By mid-January, Florida shipments were heavy and the market was under pressure. However, the mid-January freeze in Florida caused heavy damage in the Everglades. Shipments dropped off moderately and prices strengthened.

A brief period of market weakness developed again in late February, but for the remainder of the winter season, favorable marketing conditions prevailed. Prices reached high levels by early April. And scarcity of early spring supplies pushed the market to unusually high levels in late April and May. All States except California reported prices substantially above those of the preceding year.

Markets can absorb a larger volume of cabbage than was available in the winter of 1964-65. With average yields and normal abandonment, however, a sufficient quantity can be produced on an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 5 percent larger than in 1965.

WINTER CABBAGE SUPPLY AND PRICE



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 67-65 (7) CONSUMER AND MARKETING SERVICE

The record of the past decade plainly displays the relationships between winter cabbage supplies and average prices.

Most of the supplies available in the early months of the year are those grown for winter harvest; storage supplies provide a relatively small portion of consumer needs. So, prices are largely dependent on the action of winter growers.

With normal weather next winter, an acreage equal to 1965 would probably result in a larger crop. But markets should be able to readily absorb a moderately larger supply if harvest timing is satisfactory.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Carrots

(California and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted: For harvest:</u> :	per acre :	Production:	Price :	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1966 Acreage Guide and
probable production

(planted acreage 10 percent

less than in 1965) 36,500

1/ 152 5,437

Background statistics

1965 Prel.	40,600	38,500	158	6,070	3.54	21,476
1964	40,600	38,600	157	6,043	3.66	22,120
1959-63 Average	41,480	41,160	139	2/ 5,733	3.85	22,055

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 769 in 1960 and 110 in 1963.

Comments: Total 1965 winter acreage was identical to a year earlier. California growers increased plantings by 900 acres. Texas growers reduced theirs by the same amount.

The increase in California resulted in substantially increased production, and prices in that State were sharply lower than a year earlier.

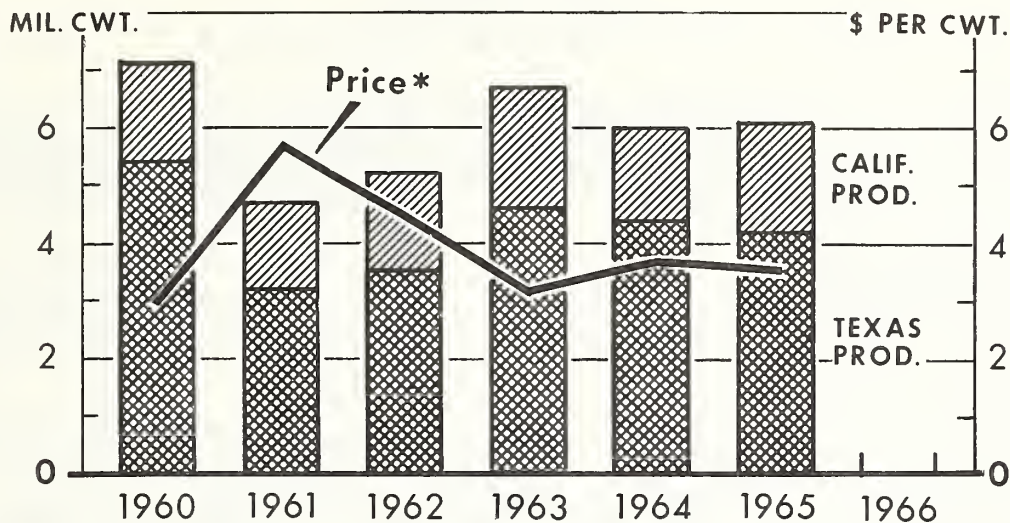
In Texas, the season had an unhappy similarity to the two that preceded it. As in 1964 and 1963, the season opened with prices moderate, but they declined steadily to low levels as volume increased. The lowest f.o.b. prices of the 1965 season were reached in March as shipments peaked. By May, only light volume was available, and prices rose sharply. But this did little to improve the disappointing marketing season.

For three years, winter carrot production has exceeded six million hundred-weight. And in each of these years there has been an extended period of low prices in the heart of the marketing season. A substantial cut in production will be required if a balance between supplies and market needs is to be regained.

1966 Guide: The 1966 guide is a planted acreage 10 percent less than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 10 percent smaller than in 1965.

CARROT PRODUCTION AND PRICES

Winter Season



* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 68-65 (7) CONSUMER AND MARKETING SERVICE

Prices for winter carrots clearly reflect the volume of supplies available. For the past three seasons, supplies have been excessive, and prices have averaged at low levels.

Market requirements for winter carrots are relatively stable from year to year. If a balance between production and market needs is to be achieved next winter, a substantial acreage reduction will be required.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cauliflower

(Arizona and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted: For harvest:</u>	: <u>per acre</u> :	: <u>Production:</u>	: <u>Price</u> :	: <u>Value</u>	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1966 Acreage Guide and <u>probable production</u> (planted acreage equal to 1965)	2,260	<u>1</u> / 62	140			
<u>Background statistics</u>						
1965 Prel.	2,260	2,060	66	136	11.92	1,621
1964	2,400	2,400	58	138	10.73	1,481
1959-63 Average	3,068	2,670	62	166	10.39	1,724
<u>1/</u> 1960-64 average yield.						

Comments: Winter cauliflower plantings were moderately less than in 1964. All of the reduction was in Arizona. Although much below earlier years, acreage in Texas has been stable the past three seasons.

Crops in both Texas and Arizona escaped serious damage from low temperatures during the first half of December. However, fields in Texas developed so rapidly due to warm weather in January that some of the production could not be harvested. The yield per acre in Texas was about average.

In Arizona, growing conditions were generally favorable. Yields there were excellent -- much higher than in either of the preceding two years. Total production was slightly less than in 1964.

California, which supplies a large portion of the total winter market, had frequent rains and adversely cold conditions during January and early February. As a result, movement from that State was much less than normal. Shipments were particularly light in January when more than half of the Texas crop was marketed. Prices for Texas and Arizona winter production were high, reflecting the reduced competition from California.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with no abandonment and a 1960-64 average yield, will result in a production 3 percent more than in 1965.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Celery

(Arizona, California and Florida)

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted: For harvest:</u>	per acre	: <u>Production:</u>	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 5 percent less than in 1965)

9,800	1/ 468	4,586
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Background statistics

1965 Prel.	10,350	10,350	452	2/ 4,683	4.16	19,342
1964	9,670	9,670	453	2/ 4,376	5.34	23,229
1959-63 Average	11,116	10,900	466	2/ 5,039	3.36	16,927

1/ 1962-65 average yield.

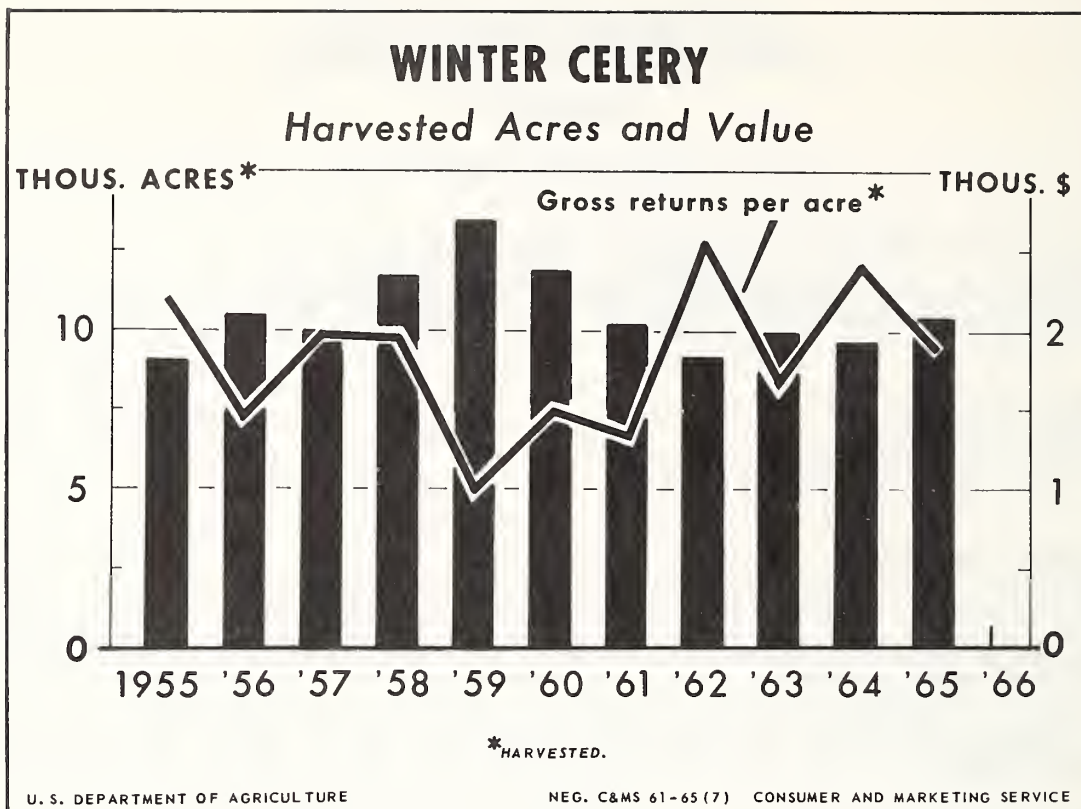
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 491 in 1959, 33 in 1961, 134 in 1963, 22 in 1964 and 39 in 1965.

Comments: Winter season celery production in 1965 was moderately above the relatively small 1964 crop. This resulted from an increased acreage and a higher average yield than a year earlier in California. Although acreage was up in Florida, a mid-January freeze damaged plants, and production was off slightly from 1964. An extremely high average yield was reported in Arizona where production has declined to a small annual tonnage.

In California, rains in December and March reduced shipment potential. The rains plus cool weather resulted in a high proportion of small-size stalks during part of the California season. Movement from Florida was active throughout the winter in spite of the freeze. Shipping point prices were under pressure from mid-December through January, but trended upward thereafter. Total crop value was substantially below a year earlier.

For the second successive year, adverse weather was an important factor contributing to the balance in supply and market needs. Assuming normal weather and an improvement in yields, a total acreage in 1966 moderately below 1965 should provide adequate supplies.

1966 Guide: The 1966 guide is a planted acreage 5 percent less than in 1965. Such an acreage, with no abandonment and a 1962-65 average yield, will result in a production 2 percent less than in 1965.



In the last ten seasons, winter celery plantings have varied between 9,000 and 14,000 acres per year. The level of total plantings has had a critical influence on the success of each marketing season.

The heavy plantings of 1959 returned an average gross value per acre of about \$1,000. In 1962, when only 9,280 acres were planted, the average value per harvested acre was two and a half times as great.

Many other influences affect celery marketing. But the importance of good judgement at planting time is obvious.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)	cwt.)
1966 Acreage Guide and probable production (planted acreage equal to 1965)	10,600	1/ 60	515			
<u>Background statistics</u>						
1965 Prel.	10,600	7,600	62	471	8.00	3,768
1964	9,900	7,400	52	385	7.60	2,926
1959-63 Average	8,760	6,900	58	403	6.38	2,570
1/ 1962-65 average yield.						

Comments: Florida growers increased plantings by 7 percent in 1965. But freezing temperatures and high winds resulted in a heavy loss of acreage. Crop damage was particularly severe in the Everglades and in Dade County. Fields in the Pompano and Ft. Myers areas sustained less injury.

Harvest was active in the Everglades and Pompano areas during December. In the Ft. Myers area, active movement started in January. The Pompano area furnished most of the supply shipped during February, as freeze damage limited shipments from other districts. Harvest in Dade County began in March.

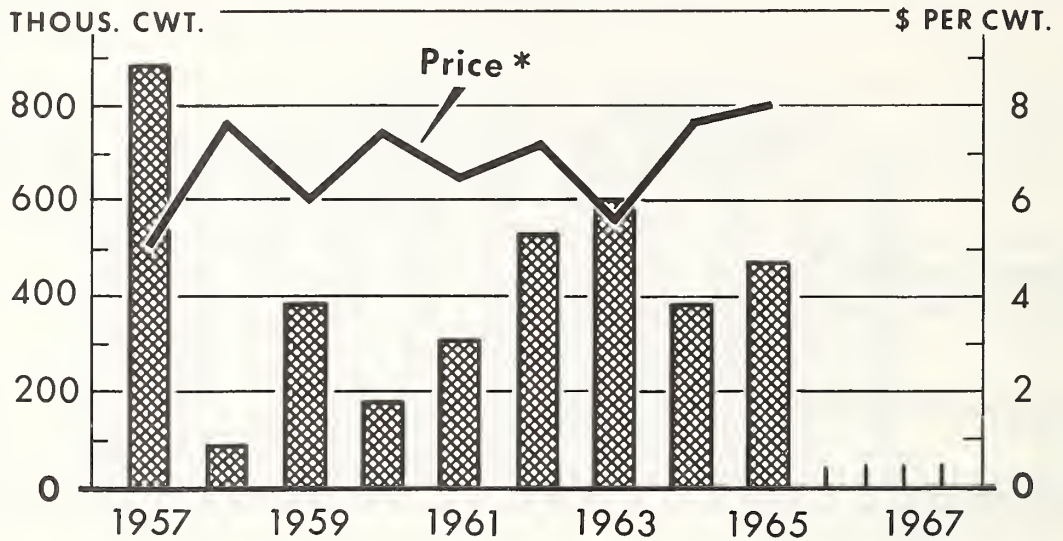
Shipments from Florida peaked in the last half of January when growers salvaged fields hit by frosts. Marketings were moderate in December but light in February and March. Prices for the season averaged at a high level.

The market potential for winter season fresh sweet corn is expected to remain strong. If serious shipment bunching can be avoided in 1966, growers should be able to market a larger supply than was available in 1965. With normal abandonment and average yields, however, a sufficient increase could be attained on an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 9 percent more than in 1965.

SWEET CORN PRODUCTION & PRICES

Winter Season

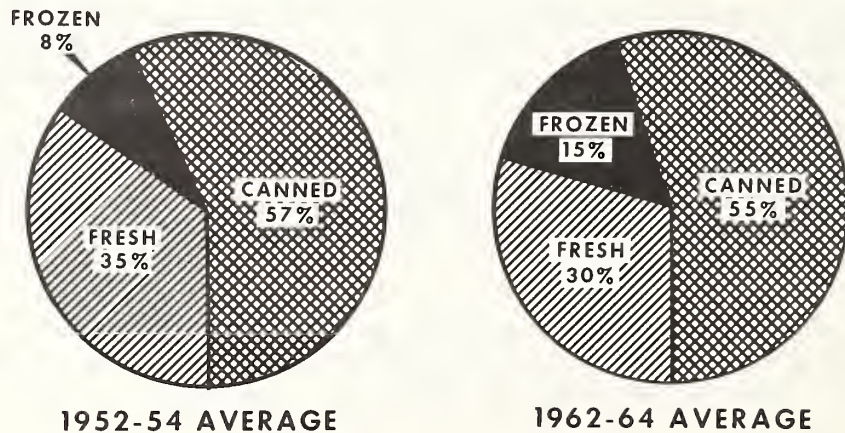


* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 69-65 (7) CONSUMER AND MARKETING SERVICE

SWEET CORN USAGE CHANGING



CIVILIAN PER CAPITA CONSUMPTION; FRESH EQUIVALENT BASIS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 73-65 (7) CONSUMER AND MARKETING SERVICE

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Cucumbers

(Florida)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 10 percent less than in 1965)	3,200		<u>1/</u> 63	145		
<u>Background statistics</u>						
1965 Prel.	3,500	2,900	55	160	8.80	1,408
1964	3,300	1,500	65	98	10.20	1,000
1959-63 Average	2,320	1,440	63	94	9.16	861
<u>1/ 1959-63 average yield.</u>						

Comments: Winter cucumber plantings for 1965 harvest were moderately larger than in 1964 and the largest ever recorded. Although cold weather limited the length of the season, growing conditions were good through mid-January and growers were able to produce a relatively large crop.

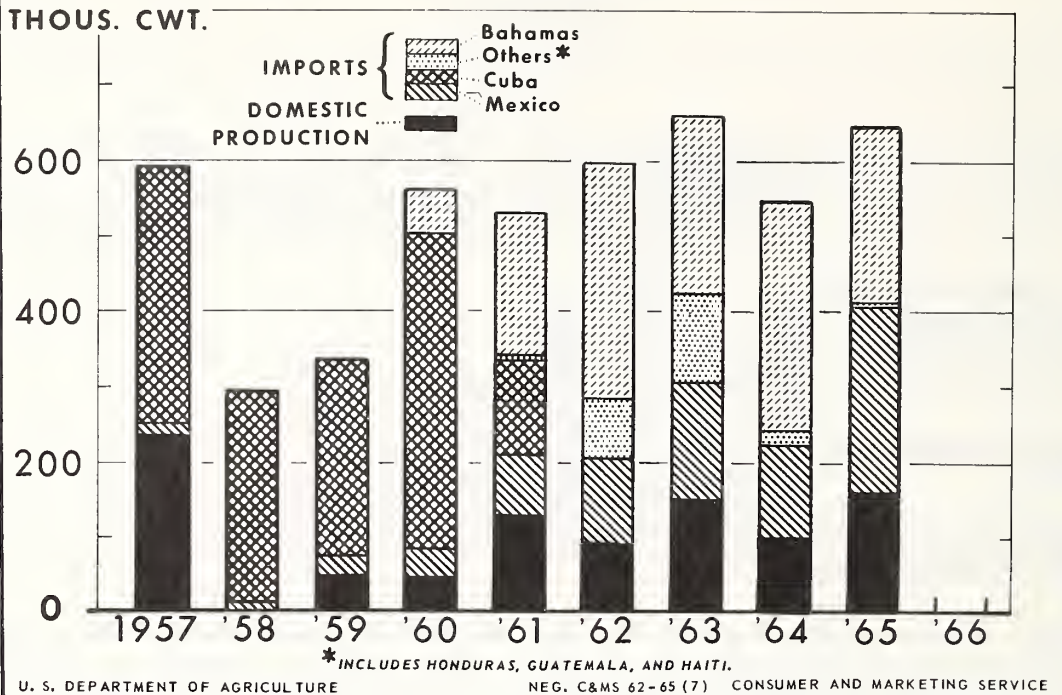
Sales of Florida-grown supplies were unusually active as the year began. Despite a steady decline through the month, moderate domestic movement continued until the latter part of January. During February, practically all marketings were imported.

Prices were relatively low during January, and for the season, domestic supplies returned below-average prices. The market strengthened in February and prices continued high through March. But this was little consolation to Florida growers, who then had practically no supplies to offer.

Imports from the Bahamas last winter were down 20 percent from a year earlier. But this was more than compensated for by the record-large volume from West Mexico. In 1966, it is likely that available production in foreign areas will be as large as in 1965. In view of this situation, as well as the experience with the expanded domestic crop in 1965, a crop reduction is warranted in 1966.

1966 Guide: The 1966 guide is a planted acreage 10 percent less than in 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production 9 percent less than in 1965.

WINTER CUCUMBER SUPPLIES



During the winter months, most of the U. S. cucumber supplies are imported from foreign countries. The domestic winter crop, which is grown in Florida, assumes secondary importance.

This happens because of the high risk involved in growing cucumbers under the threat of cold weather. Cucumbers cannot tolerate low temperatures, and Florida growers often lose much of their plantings.

Since Cuba ceased being a source of supply, Mexico and the Bahamas have sent large quantities into U. S. markets. In 1965, imports from each of these sources exceeded our domestic winter production.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 15 percent less than in 1965)	7,100	1/ 112	716			
<u>Background statistics</u>						
1965 Prel.	8,400	7,500	100	2/ 750	5.80	3,909
1964	7,500	6,600	110	2/ 726	6.40	4,307
1959-63 Average	6,980	6,280	117	2/ 735	4.43	3,258

1/ 1962-64 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 99 in 1959, 80 in 1960, 76 in 1961, 46 in 1963, 53 in 1964 and 76 in 1965.

Comments: Florida growers planted a record-large escarole acreage for harvest in the winter of 1964-65. The resulting crop was large, but nowhere near the potential which might have developed, had yields been normal.

Moderate f.o.b. prices were recorded for Florida escarole in November. But during December and early January, returns held at low levels as supplies exceeded available outlets. In mid-January, however, this situation was abruptly reversed.

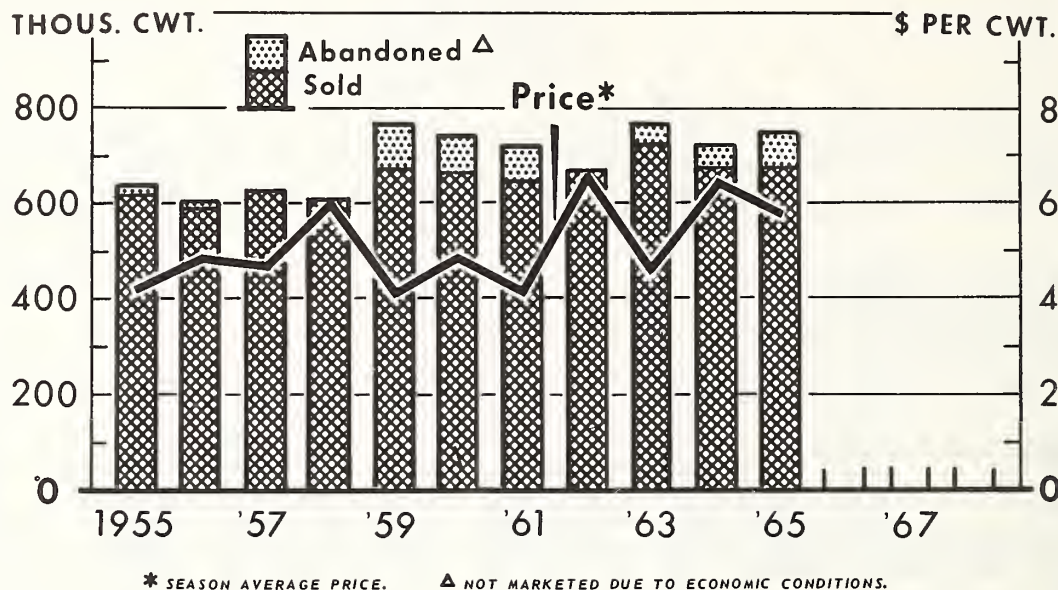
The freeze which struck Florida in mid-January was particularly destructive in the Everglades and Zellwood areas. At that time, most escarole volume was originating from these areas, and Florida shipments fell by more than 75 percent in the two weeks following the freeze. Prices reacted sharply and stayed high until April, when volume again reached the levels recorded before the freeze.

Had the freeze not sharply reduced supply potential, prices would probably have continued at low levels during most of the season. Even with this cut in production, periods of low prices resulted in the abandonment of 10 percent of the crop. Market needs in the winter of 1965-66 can be satisfied from a substantially smaller acreage.

1966 Guide: The 1966 guide is a planted acreage 15 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production 5 percent smaller than in 1965.

ESCAROLE PRODUCTION AND PRICES

Winter Season



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 70-65 (7) CONSUMER AND MARKETING SERVICE

An increase in requirements for winter-season escarole has been evident in the last decade. Production, however, has more than kept pace with the larger needs.

Large quantities of winter escarole are abandoned in nearly every year. In 1965, ten percent of the crop was unsold for lack of a profitable market.

Growers could reduce the frequency of this problem by planting acreages more in line with market needs.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Kale

(Virginia)

Year	: <u>Acreage</u> :		Yield :	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage equal to 1965)

1,300 1/ 67 84

Background statistics

1965 Prel.	1,300	1,200	70	84	6.90	580
1964	1,500	1,400	60	2/ 84	6.20	496
1959-63 Average	1,920	1,880	67	2/ 127	5.24	665

1/ 1959-63 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 11 in 1961, 6 in 1962, 5 in 1963 and 4 in 1964.

Comments: Winter kale production in 1965 was equal to a year earlier but only two-thirds of the 1959-63 average. The reduction resulted from a cut in acreage. Although weather problems were evident, yields were moderate and substantially above 1964.

High average prices were recorded for the crop. This was partly the result of the low level of production. But a distorted harvest pattern, a frequent occurrence for this crop, also was a contributing factor. During the January through March period, development was delayed a number of times by periods of cold weather. Market prices ranged mostly from moderate to high levels. The season average price was considerably above 1964 and the 1959-63 average.

Since the late 1940's, production of winter kale has declined substantially. In the last three years, however, production has been stable, and these small crops have returned high prices. This suggests at least a temporary halt in the declining market needs for this commodity. In 1966, growers should be able to market the output of an acreage equal to 1965.

1966 Guide: The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1959-63 average yield, will result in a production equal to 1965.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre :	Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1966 Acreage Guide and <u>probable production</u> (see 1966 guide below)	69,200		1/ 167	11,353		
<u>Background statistics</u>						
1965 Prel.	80,100	78,100	161	2/ 12,576	3.43	43,071
1964	69,400	67,900	182	12,356	5.62	69,393
1959-63 Average	67,220	65,540	160	2/ 10,463	3.91	40,936

1/ 1962-65 average yields by States.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 858 in 1959, 1,340 in 1960, 1,365 in 1961 and 18 in 1965.

Comments: The 1964 winter lettuce season was one to be remembered. It was the rare year when a very large crop sold at very high prices. So in 1965 winter lettuce growers increased acreage to record-large proportions. All States shared the increase. California alone accounted for a 6,400 acre gain and Texas expanded by 43 percent. In total, plantings were up 15 percent.

Therefore, despite substantially lower yields, production exceeded that of a year earlier and established a new record high. The 1965 crop was nearly a fifth above average, and the burdensome supply completely overtaxed market outlets.

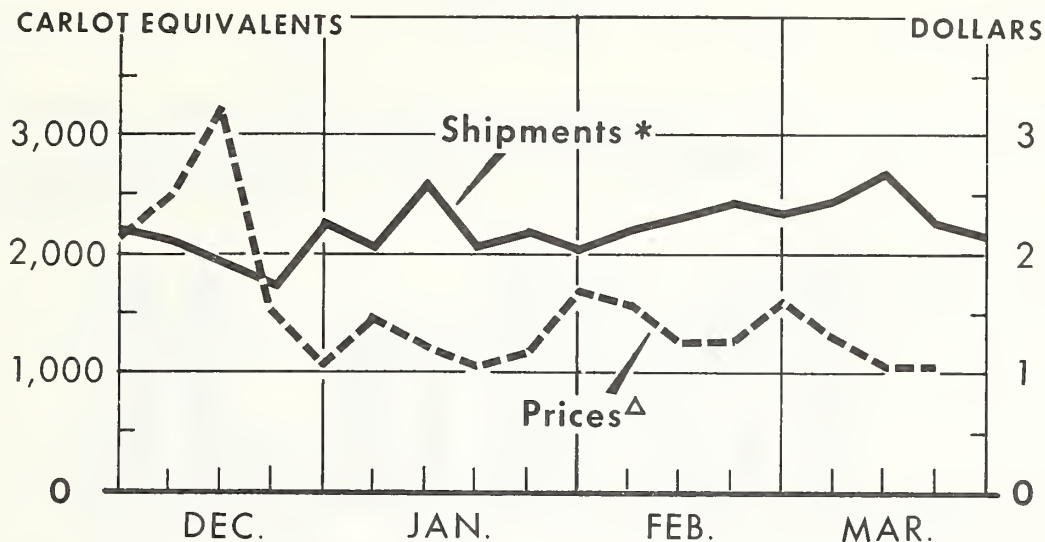
High prices were recorded in December as cool weather delayed volume movement from California. But thereafter, periods of satisfactory marketing conditions were short-lived. California prices averaged at the lowest level since 1956 and only the small Florida crop escaped the generally depressed marketing conditions. The average value per harvested acre for 1965 winter-crop production was little more than half of what it had been a year earlier.

The increased acreage in 1965 proved to be completely unwarranted. To improve the market problem for 1966, a return to total acreage levels of earlier years is necessary.

1966 Guide: The 1966 guide is a planted acreage 10 percent less than in 1965 in Arizona and Florida and 15 percent less than in 1965 in California and Texas. Such acreages, with normal abandonment and 1962-65 average yields by States, will result in a production 10 percent smaller than in 1965.

LETTUCE SHIPMENTS AND PRICES

1965 Winter Season



* DOLLARS PER CARTON (24'S) F.O.B. WESTERN SHIPPING POINTS. (ARIZONA IN DEC., CALIFORNIA JAN. THROUGH MAR.)
 Δ TOTAL U.S. RAIL AND TRUCK.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 71-65 (7) CONSUMER AND MARKETING SERVICE

From late December on, heavy lettuce supplies were continuously available during the 1965 season. Shipments exceeded 2,000 carlots per week throughout the first quarter of 1965. A year earlier, weather affected potential supplies several times during the winter season. Shipments were considerably more irregular and prices averaged at much higher levels.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted;For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1966 Acreage Guide and probable production

(planted acreage 10 percent

less than in 1965) 6,000 1/ 117 653

Background statistics

1965 Prel.	6,700	6,300	110	693	10.46	7,248
1964	5,700	5,600	115	644	12.32	7,931
1959-63 Average	5,600	5,180	111	2/ 576	10.44	6,012

1/ 1960-64 average yield.

2/ Includes 55,000 cwt. not marketed in 1961 and excluded in computing value.

Comments: The cold weather during the latter half of January caused only minor damage to winter peppers. Some plants in the Martin County area were frozen, but the main effect was a slowing down of plant growth and fruit development, particularly in the Ft. Myers area. Fields in the important Pompano district continued to yield ample supplies through February and early March.

In total, 1965 winter production was 8 percent more than the large 1964 crop and 20 percent above the 1959-63 average. The production increase was largely the result of sharply higher acreage. The average yield per acre was only moderate.

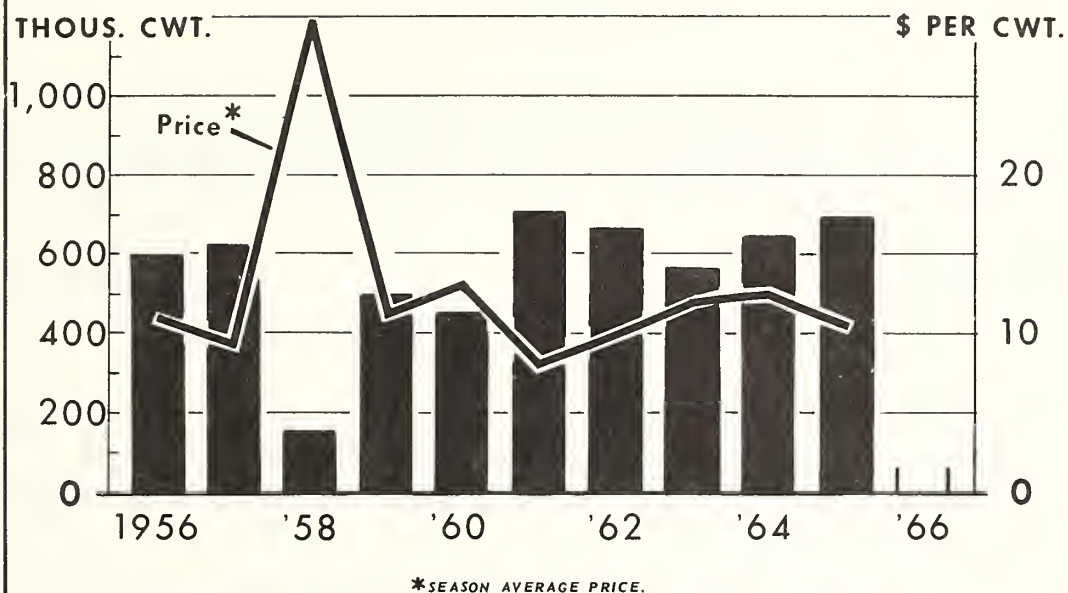
Florida shipping point prices were low in early January, and with the exception of a few days following the freeze, prices continued low through February. However, the market reacted sharply to the drop in movement in March; prices reached high levels by the middle of the month.

In addition to the large domestic crop, Mexican imports were substantially larger than in recent years. This source of competition is likely to be equally evident in 1966. An acreage reduction in Florida will be necessary to provide prospects for a favorable winter marketing season in 1966.

1966 Guide: The 1966 guide is a planted acreage 10 percent less than in 1965. Such an acreage, with normal abandonment and a 1960-64 average yield, will result in a production 6 percent less than in 1965.

GREEN PEPPERS - WINTER SEASON

Production and Prices



U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 63-65 (7) CONSUMER AND MARKETING SERVICE

Green pepper prices ranged widely during the 1965 winter season, largely as a result of variations in available supplies. For the season, prices averaged at moderate levels.

Had yields equalled those of a year earlier, it is likely that low prices would have been of considerably longer duration.

Market requirements for green peppers are relatively stable. With normal yields next winter, these requirements could be met with a substantially smaller acreage.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Spinach

(California and Texas)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1966 Acreage Guide and probable production</u>						
(see 1966 guide below)						
	9,300		<u>1/</u> 57	488		
<u>Background statistics</u>						
1965 Prel.	10,100	8,600	55	469	8.33	3,907
1964	9,000	8,300	59	489	7.95	3,888
1959-63 Average	10,470	9,370	57	538	8.05	4,332

1/ 1960-63 average yields by States.

Comments: Winter-season spinach production in 1965 was 4 percent smaller than a year earlier. This occurred despite a substantial acreage increase in Texas. Both Texas and California recorded lower yields than in the preceding year.

Cutting began in Texas in late November and increased gradually during December. Texas shipments reached a seasonal peak in mid-January as harvests in both the Winter Garden and the Lower Rio Grande Valley areas were active. Volume movement continued from that State through March.

California shipped a relatively steady volume to fresh market throughout the winter. Movement from that source reached a modest seasonal peak in March. The stability of shipments from California contributed to favorable marketing conditions. Prices there averaged at high levels.

In Texas, however, prices were below average as supplies kept pressure on market outlets.

With good harvest timing, there should be adequate market outlets next winter for a supply of fresh spinach at least equal to that produced in 1965. With normal yields, a sufficient quantity can be produced on an acreage smaller than in 1965.

1966 Guide: The 1966 guide is a planted acreage 10 percent smaller than in 1965 in Texas and equal to 1965 in California. Such an acreage, with normal abandonment and 1960-63 average yields by States, will result in a production 4 percent larger than in 1965.

1966 Acreage-Marketing Guides
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000
					cwt.)	
<u>1966 Acreage Guide and probable production</u>						
(planted acreage 15 percent less than in 1965)	18,000		1/ 193	3,300		
<u>Background statistics</u>						
1965 Prel.	21,200	20,000	165	3,300	9.40	31,020
1964	17,800	16,800	195	3,276	9.90	32,432
1959-63 Average	16,180	15,540	166	2,616	8.43	22,062

1/ 1962-64 average yield.

Comments: Florida growers increased plantings substantially from 1964 levels and set their largest acreage since 1958. Weather conditions, however, did not allow the crop to develop to its full potential. High temperatures during December and early January limited fruit set and sizing. A mid-January freeze destroyed some mature green acreage in Dade County and damaged fields in other areas. And while no vine-ripe acreage was lost, yields were affected by top killing in both the Pompano and Ft. Myers areas.

Production by no means reflected the 19 percent acreage increase -- it was only slightly larger than in 1964. Nevertheless, it reached a new record high for the winter season.

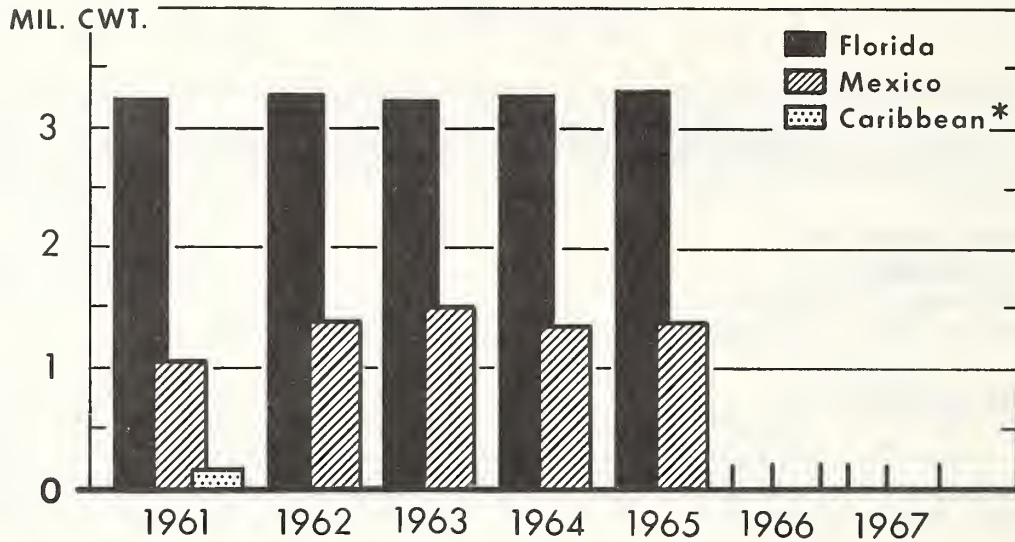
Prices declined gradually from a November high to relatively low levels in late December. Recovery to moderate prices was made in early January, following a reduction in shipments. For the season, prices were moderately below a year earlier but substantially above the 1959-63 average.

The record of the last four winter seasons indicates an increase in market requirements for fresh tomatoes. Production has exceeded 3 million hundred-weight in each of these years. And although periods of low prices have occurred, each season has been generally satisfactory from a marketing standpoint. Growers should be able to market a similiar quantity in 1966. But with average yields, they can produce it on a substantially smaller acreage.

1966 Guide: The 1966 guide is a planted acreage 15 percent less than in 1965. Such an acreage, with normal abandonment and a 1962-64 average yield, will result in a production equal to 1965.

WINTER SEASON FRESH TOMATO SUPPLIES

Florida Production Plus Imports



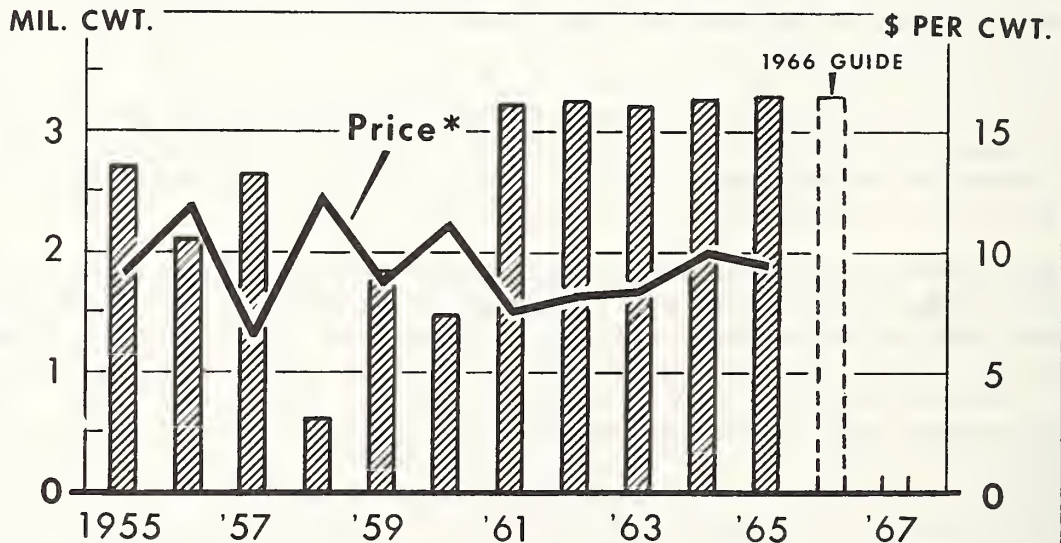
* CUBA, BAHAMAS, DOMINICAN REPUBLIC, GUATEMALA, HAITI, AND LEEWARD AND WINDWARD ISLANDS. (LESS THAN 20,000 CWT IN 1962, 1963, 1964 AND 1965.)

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 75-65 (7) CONSUMER AND MARKETING SERVICE

FLORIDA WINTER TOMATOES

Production and Prices



* SEASON AVERAGE PRICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 74-65 (7) CONSUMER AND MARKETING SERVICE

1966 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield per	
	Planted	For harvest	acre	Production
	(acres)		(cwt.)	(1,000 cwt.)

1966 Acreage Guide and
probable production
(see 1966 guide
below)

California	9,400	1/ 215	2,021
Florida	<u>9,600</u>	1/ 161	<u>1,530</u>
Total	19,000	188	3,551

Background statistics - Total:

1965 Prel.	19,500	19,400	181	3,518
1964	18,400	18,300	202	3,691
1959-63 Average	22,800	22,600	180	4,052

1/ 1962-65 average yield.

Comments: The winter potato crop in 1965 was one of the smallest in recent years and coincided with a below-average supply of 1964 fall storage potatoes. Both storage and winter crop supplies were short of market needs. As a result, prices received by farmers for 1965 winter marketings returned a record-high value.

California: Growers cut plantings 14 percent in 1965, and the total acreage was the smallest since 1952. Yield per acre was slightly below 1964 but substantially above the 1959-63 average. Total production was almost a fifth less than in 1964, and 23 percent below average.

In the Perris-Hemet areas of Riverside County, harvest started in November and continued through the winter. Volume was generally light. A frost on November 20 killed vines on the Kern County acreage. Digging in this area became active in December. By January, harvest was general in the San Joaquin Valley. Prices received by California growers increased seasonally, ranging from \$3.85 to \$5.70 per hundredweight during the winter. In April, growers reported receiving almost \$10.00 per hundredweight.

As usual, California producers can expect significant competition next winter from marketings originating from storage holdings in nearby States. Western growers have increased acreage for fall harvest in 1965, and total storage holdings may be up sharply. However, the share of storage holdings used by food processors has been increasing, and this has limited the amount available for fresh market. Next winter, California growers should be able to successfully market, largely in intrastate markets, the production from an acreage equal to 1965.

Florida: After reducing acreage to an almost historic low in 1964, growers increased plantings by a third in 1965. Round red varieties accounted for three-fourths of the total acreage; the remainder was round white varieties. In spite of adverse weather, including a mid-January freeze, average yield per acre was relatively high. Total winter production in 1965 was 22 percent above the small 1964 crop, but only slightly above average.

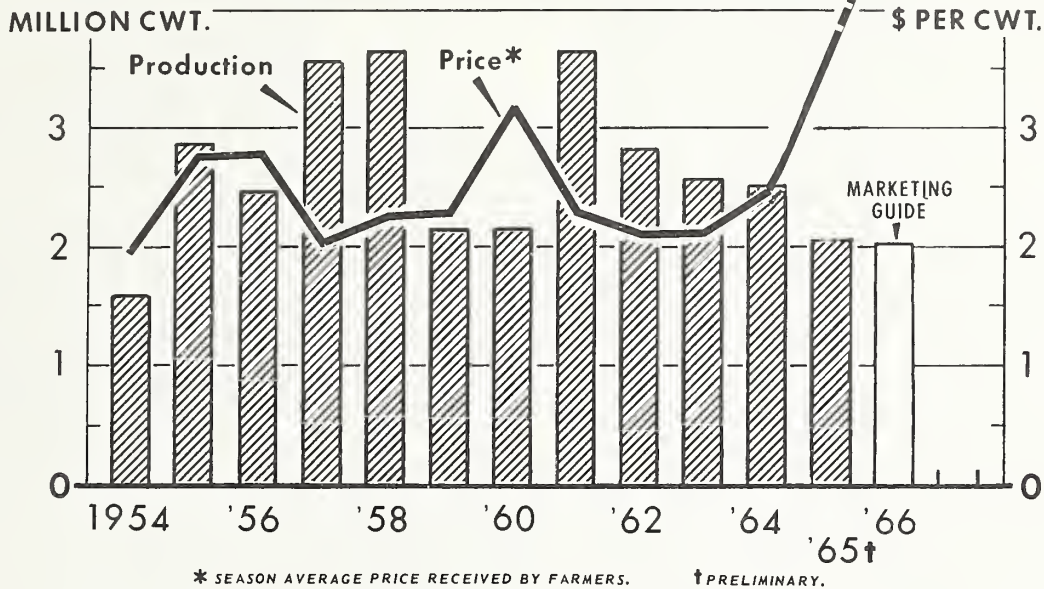
Shipments from the Everglades began in mid-December. This was the earliest start in recent years, and harvest was completed by mid-February. In the Ft. Myers and Immokalee sections, digging started in late January. Harvest in Dade County, which began in mid-February, was active until mid-April.

Winter crop marketings from Florida were relatively light from the start of harvest until late February. Most of the crop was marketed in March and early April. Prices received by Florida growers held at extremely high levels throughout the season, ranging from \$6.00 to \$6.80 per hundredweight.

The market for winter round red varieties was exceptionally strong in 1965. A crop as large as that produced last year sometimes has encountered dull market conditions. Competition from eastern storage supplies will continue to influence the market for Florida winter potatoes. Storage stocks in the winter of 1965-66 are likely to be higher than the below-average levels which prevailed in 1964-65. In Florida, a sufficient production would be realized next winter from an acreage moderately less than in 1965.

1966 Guide: The 1966 guide is a planted acreage 5 percent less than in 1965 in Florida and equal to 1965 in California. Such an acreage, with normal abandonment in Florida and 1962-65 average yields by States, will result in a production slightly more than in 1965.

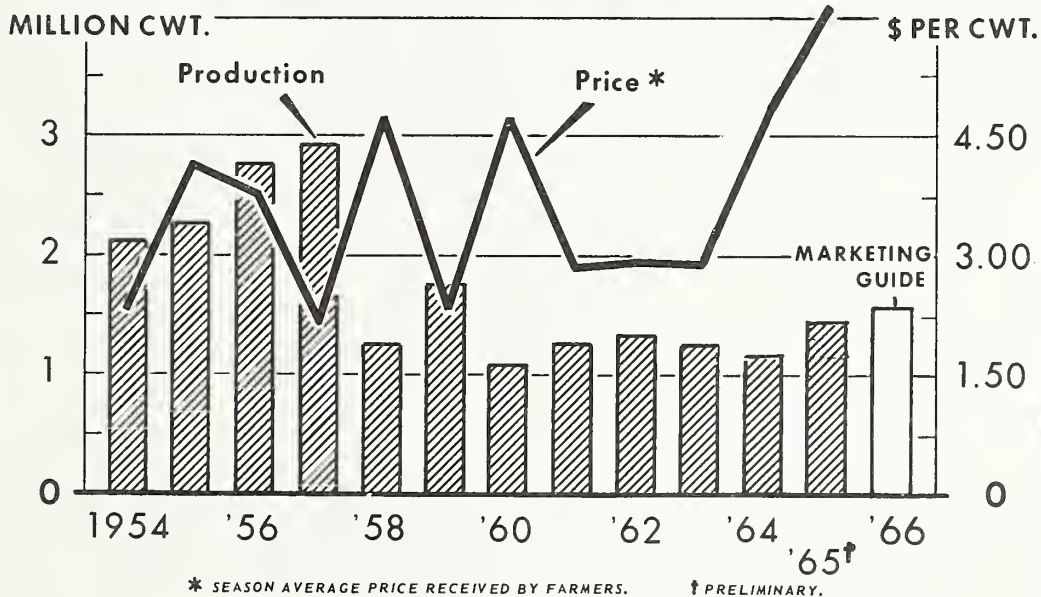
WINTER POTATOES, CALIFORNIA: PRODUCTION AND PRICE



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WINTER POTATOES, FLORIDA: PRODUCTION AND PRICE



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